

# *and* CATALOG **Parkergrams**

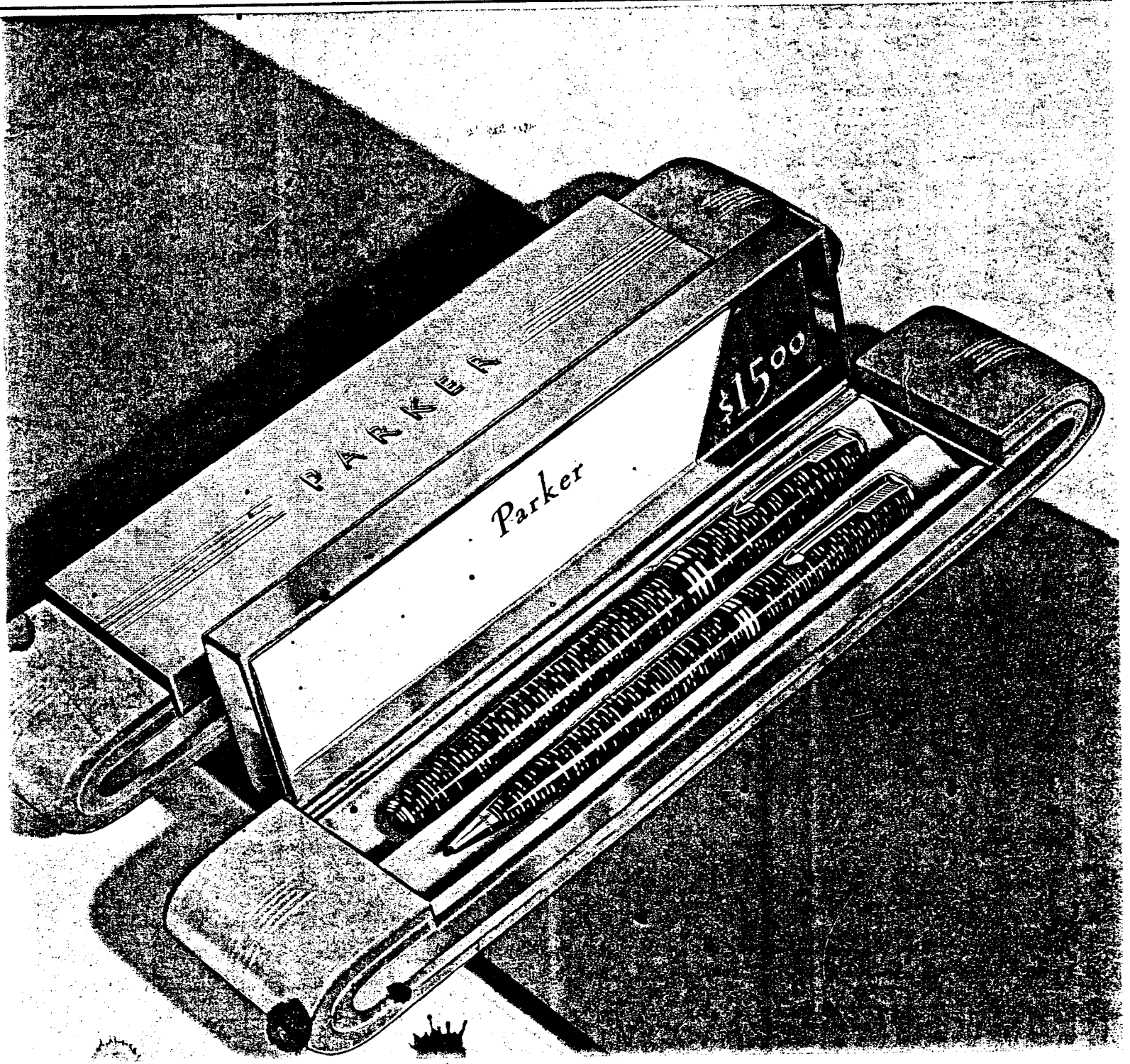
Published by The Parker Pen Company  
Janesville, Wisconsin, U.S.A.

Pens and Pencils ..... Pages 13 to 21  
New Desk Sets ..... Pages 26 to 35

September 1

1936

Number 2

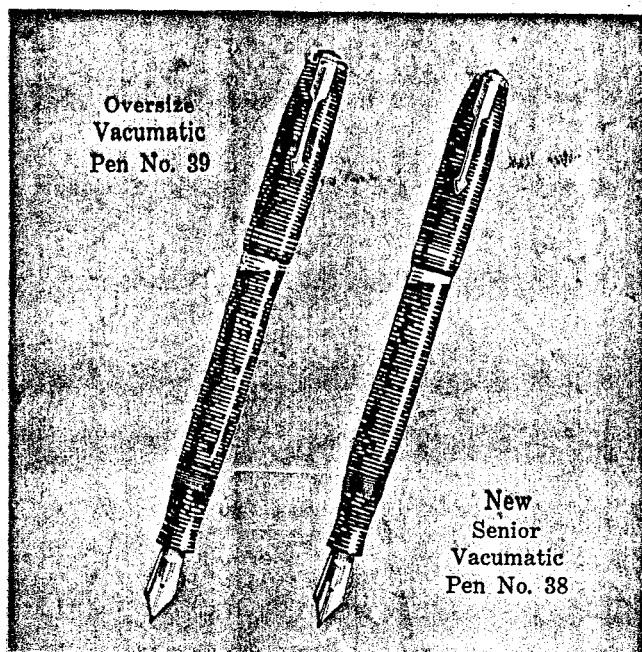


*Illustrated On The Cover In The New De Luxe Set Box 228*

**New \$10.00 No. 38 Senior VACUMATIC Pen**

**New \$5.00 No. 538 Senior Pencil to Match**

In response to many requests for a \$10.00 pen and a \$5.00 pencil of a more slender shape than the present oversize models, we have added these more slender numbers to our VACUMATIC



line. The new pen will be known as the "Senior" size No. 38. It is of the same length as the oversize model, but decidedly smaller in girth and consequently has more elegance and grace.

The two \$10.00 models are illustrated for comparison. The Senior pen is fitted with the same big platinum and gold point as the oversize model.

Thus there are now two \$15.00 sets in the VACUMATIC line. The Oversize Set and the new Senior Set.

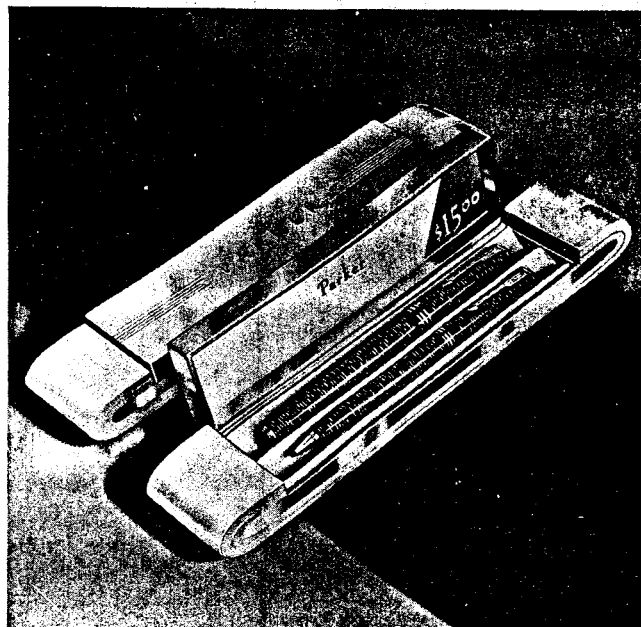
As every jewel should have a beautiful setting to merchandise it, so we have provided a handsome setting in the form of set box No. 228 in which these new models are to be seen on the front cover of this issue of PARKERGRAMS.

We believe this is the finest presentation box thus far developed in the pen industry. It is built up over a wood form, covered with the finest yellow "Fabriano" paper; the grooves for pens and pencils are lined with the highest grade white velvet. The lid is covered with brushed silver foil and blind embossed with the name Parker. Retailers who have seen this new gift case enthusiastically acclaim it the finest ever offered the trade.

The package is custom styled, hand made, and more costly than any other pen set gift box. It stands unique among the conventional in gift packages.

All sets will be delivered to the dealer in gift boxes without extra charge to the dealer or his customers. These numbers will be featured in the Fall and Christmas advertising.

We especially request Parker dealers to prominently display this new creation in sets in their pen departments so that they will enjoy the increased sales and profits that this opportunity affords.



# WHAT DOES PARKER OFFER ME?

## And How Do I Know It?

It is only common sense for a retailer to ask these questions. A few answers are summed up in the following list.

### Parker Offers:

1. The No. 1 Pen by the No. 1 Pen Co.



TIME says of the pen business:

"Parker Pen Co. is No. 1 in the industry, in which Waterman, Conklin, Wahl-Eversharp, Sheaffer rank high. TIME erred in ascribing to Sheaffer 1929 profits higher than Parker. Parker net profits in 1929 were \$1,183,542.46.—Ed."

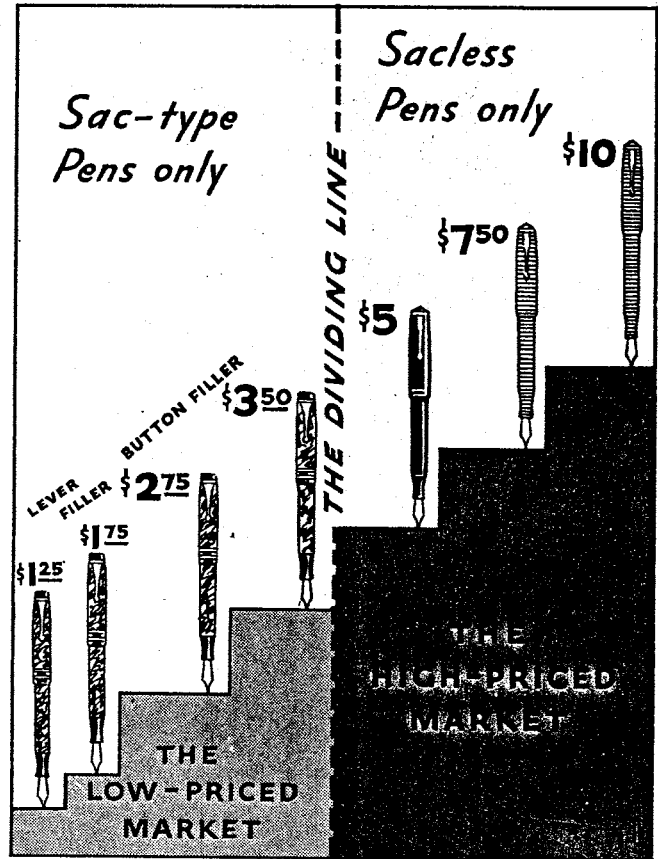
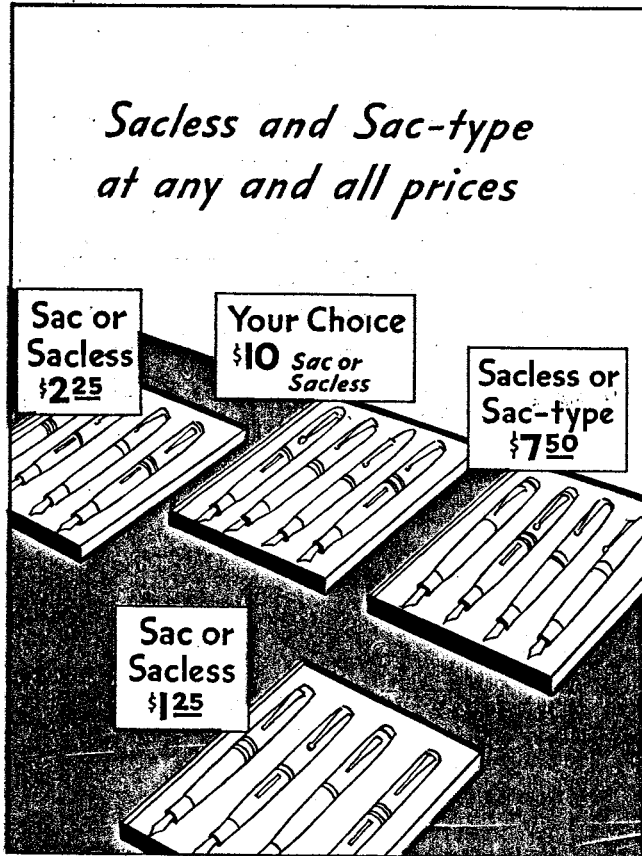
2. A Long-profit line — price protected.
3. The fastest selling and easiest selling pen in the world today.
4. More users — more calls — larger preference than any other brand.
5. Best advertised — and advertised all year round.
6. Easy "trade-up" because the customer can see plainly the difference in value between low-priced Parker sac pens and higher-priced Parker sacless pens.

7. Sale confined to legitimate pen retailers.
8. The only sacless pen that "can take it" in actual use.
9. Rated highest by scientific authorities (Dr. Carl Pfanstiehl, The Miner Laboratories.)
10. The only desk pen with visible ink supply.
11. Convertible to pocket or desk style at will.
12. Exclusive patented laminated pearl style — jewelry-like in workmanship and finish.
13. Guaranteed mechanically perfect. Yet places on retailers no burden of free service for a lifetime.
14. Fall advertising drive that eclipses anything yet done on the Parker Vacumatic.
15. Wins the beauty contest among modern fountain pens. Of 200 men and women, shown the best pens of the major makes and asked: "which pen is your choice for style and beauty?" more than 2 to 1 chose the Parker Vacumatic.



# INCREASE YOUR PROFITS 50%

*By Making Only 3 Trade-ups In 12 Parker Sales*



Every experienced pen retailer knows that there are two general price markets in fountain pens, namely —

- the pen market at low prices ranging from \$1.25 to \$3.50.
- the pen market at prices of \$5.00 and higher.

Every smart retailer will also, when a cheap pen is asked for, show the better pens, pointing out the better value and the better service the customer will obtain. By selling a better pen, the retailer is rewarded with higher profits.

However, if Parker were to embody the Vacumatic principle in pens priced at \$1.25 and \$2.75, the customer's incentive for buying a better pen would be gone, since there would be no evident difference in value.

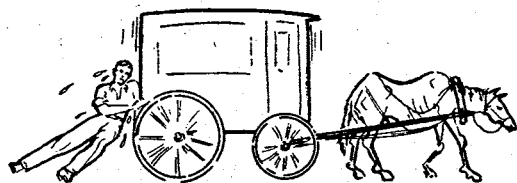
This is exactly what is happening in other makes of pens in which both sac and sacless pens are placed at any price, — at \$1.25 and \$2.25 or at \$8.75 and \$10.00.

Parker offers fine sac pens, priced up to \$3.50, but no higher. And Parker offers the finest sacless pen in the world, the Vacumatic, priced at \$10.00, \$7.50, and \$5.00, but no lower.

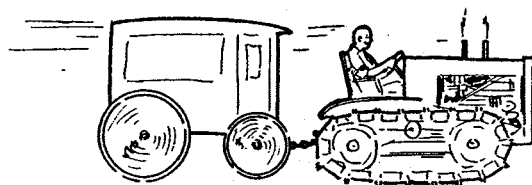
This policy is the crux of Parker Pen merchandising. It is responsible for the remarkable fact that more than 70% of the entire Parker pen sales are Vacomatics at \$5.00, \$7.50 and \$10.00.

This happy result, so desirable from the retailer's point of view, is possible because of the easy "trading-up" of Parker pens. The difference in value between Parker sac pens and Parker Vacomatics is so apparent and conspicuous that a child can see it.

# PARKER GIVES YOU YEAR ROUND SUPPORT



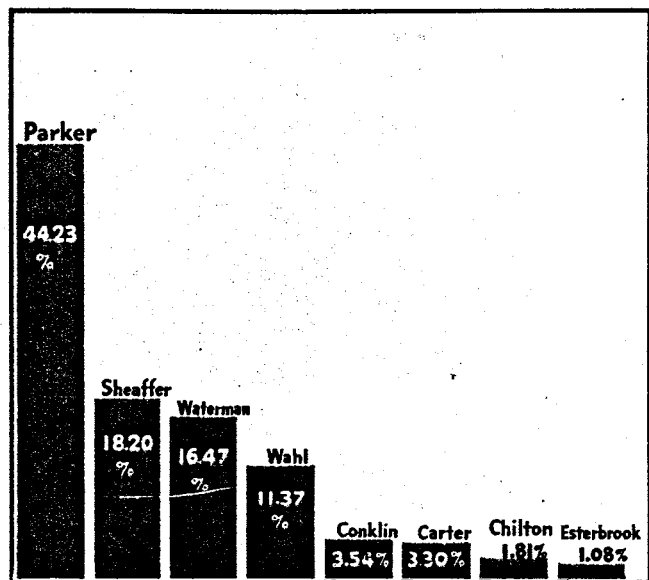
Some lines are advertised only seasonally. You must do most of the work to get sales.



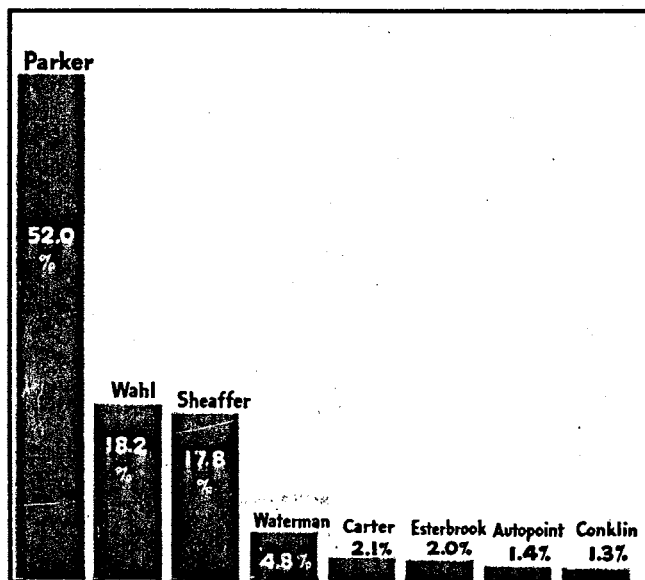
Parker advertising never stops. When you need help most, Parker advertising pulls the load.

## Total Advertising Expenditures of Pen Manufacturers

During 1933, 1934, 1935 combined.



During first 5 months of 1936.



Year round advertising, in contrast to advertising only for the School and Christmas season, was inaugurated by Parker when we introduced the Duofold pen in 1921. This policy was further broadened at the time of the introduction of the Vacumatic pen in 1932 so that today, in 1936, Parker does, in the first half of the year, more advertising than all other pen manufacturers of the world combined.

Parker pens, and other brands of pens as well, sell far better in the early months of the year

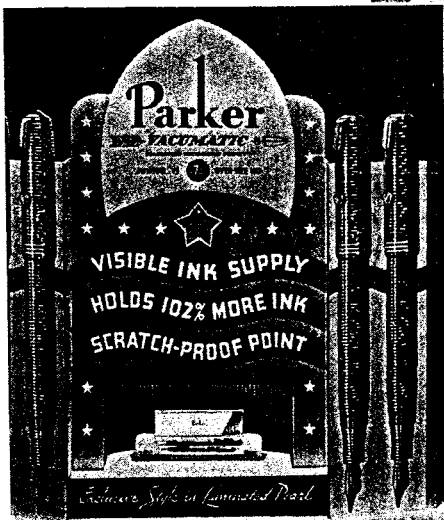
today than formerly, because of Parker's policy of year round advertising. Every pen retailer, no matter what brand he features, would feel a heavy drop in his pen sales, were Parker to stop advertising.

Our own sales as well as the sales of many of our retailers during the six months, January to June, now are larger than the whole year's sales used to be under the old system of only seasonal advertising. Instead of a School and Christmas business only, Parker retailers today do a twelve months' pen business.

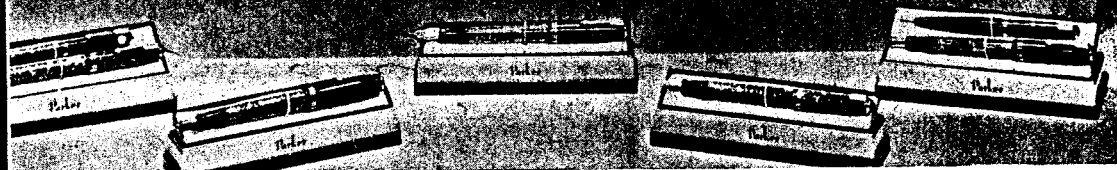


# NEW

## VACUMATIC FLASHER DISPLAY *A Free Gift to Parker Retailers for The Fall Season*



Small display No. 984-B,  
similar to the big display.  
When set up, it measures 17"  
high, 16" wide and 7" deep.



The new Vacumatic flasher display No. 984-A is beautifully lithographed in seven striking colors. Portions of the center panel and both side panels are translucent and light up alternately by a unique double-flasher action. The center panel flashes on first; then, as it darkens, both side panels light up.

The display No. 984-A, when set up, measures 34" high, 33" wide, and 11" deep. One Vacumatic Flasher Display has been sent to every Parker pen dealer who has a representative stock. There will be thousands of windows throughout the nation showing this attractive display during the present month.

GET THE PEN TRAFFIC FLOWING  
TO YOUR STORE

**Parker Vacumatic  
Advertising At A New Peak  
This Fall**

Capitalize from the powerful Parker advertising campaign by the easy method illustrated here and obtain the full benefit of the big Parker advertisements for your store.

On the day the next Parker advertisement is appearing in your local newspaper, run in the same issue a small notice over your name, simply stating that you have a complete stock of the Vacumatic pens advertised on, say, page 7 of the newspaper.

Publish similar notices in your local paper to benefit from Parker's full page ads in national magazines.

Many retailers have already tried this plan of "riding along with Parker." They found that it resulted not only in a fine, big-paying pen department, but also in a broadening of the trade in all the departments of the store.

Write for a full schedule of Parker's Newspaper and Magazine advertising. Make use of this remarkably simple "tie-up" plan. It is one of the best answers we can give to the question retailers frequently ask:

"How can we increase our pen sales?"

**READ**  
The PARKER Announcement  
On Page 7 Of This Newspaper  
Then Come Here To See  
And Try This Amazing  
**Parker VACUMATIC Pen**  
See Also Our New Assortment Of Other  
Parker Pens ranging from \$1.45 to \$10.00

**RETAILER'S NAME**  
Address and Telephone  
Turn to Page 7 Now

*Your Ad in  
Your Local  
Newspaper*

**READ**  
The PARKER Announcement  
On Page 7 Of This Newspaper  
Then Come Here To See  
And Try This Amazing  
**Parker VACUMATIC Pen**  
See Also Our New Assortment Of Other  
Parker Pens ranging from \$1.45 to \$10.00

**RETAILER'S NAME**  
Address and Telephone  
Turn to Page 7 Now

*Parker's ad in  
Your Local Newspaper  
Same Paper, Same Issue,  
Same Date*

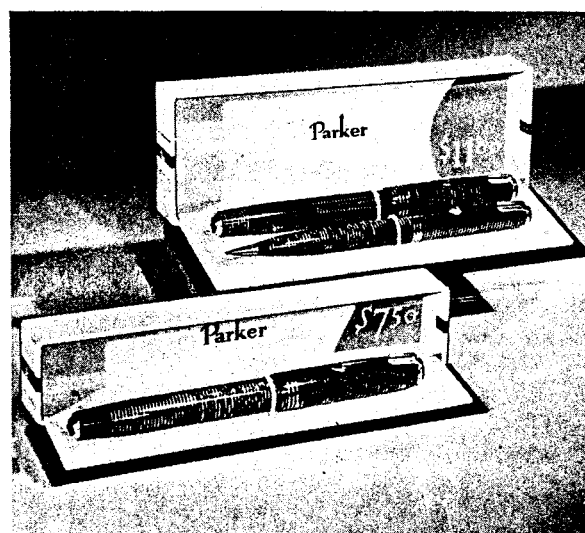
**WINS THE Beauty Contest**  
ANNUAL MODERN POSITIVE PRIZE

**Parker VACUMATIC**

**INCREASE YOUR PEN SALES**  
By This Simple Inexpensive Method of Tie-up Advertising

# STRIKING CONTRAST

*of Glittering Pens On Natural Wood Platform*



Handsome new gift boxes for the Parker VACUMATIC line.

Box 227 for VACUMATIC pen and pencil sets, Box 127 for VACUMATIC pens.

## Natural Wood Platform No. 994

An handsome platform display piece will show off pens to good advantage in counter, show case or window. It is 13 1/2" long, 8" wide, and 3" deep. It weighs net 1 1/2 lbs., gross 2 1/2 lbs.

When in need of a special window, you will find this Natural Wood Platform holding six VACUMATIC Duette sets just the thing to dress up your window and do a real selling job for you.

While a display piece of this style would cost a dollar or more, we are glad to offer it free with an order of six VACUMATIC sets of multiple thereon. Each Duette set comes complete with Parker's black and silver gift box No. 223.



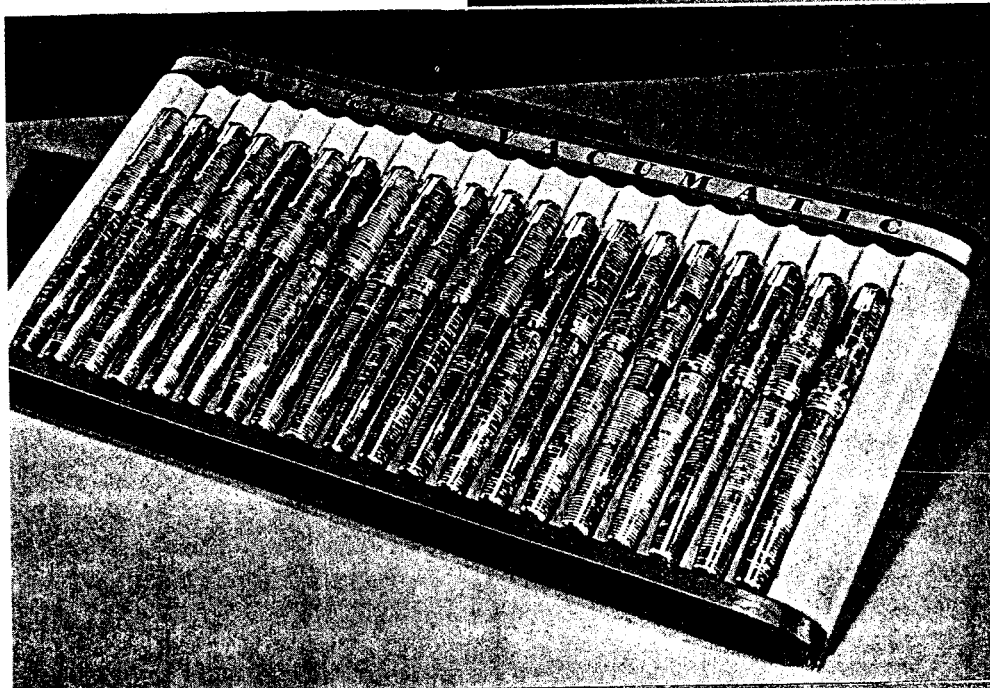
# PARKER SECRETARY No. 1102

Sold Only As a Complete Unit - Pen Complete  
With Base Last at \$5.00

A VACUMATIC pen, slender in design, large in ink capacity, with unique finger grip and special nib, assuring effortless writing and freedom from fatigue. The ideal pen for stenographer, accountant, or anyone who has constant use for a pen while at his desk.

The suction base is made of rubber, which adheres to any flat surface. Useful on any desk in the office or home.

The number of the complete unit, pen with base, is 1102; list price, \$5.00.



## DELUXE TRAY NO. 1995

A new tray which will put new life in any pen case. A tray with style and class — solidly constructed, made of Mahogany finished Birch, lined with a chrome strip and leather loop. It measures 7 x 7". Displaying Parker Pens in this smart background will help you raise your unit turnover sales.

## TRAY NO. 993

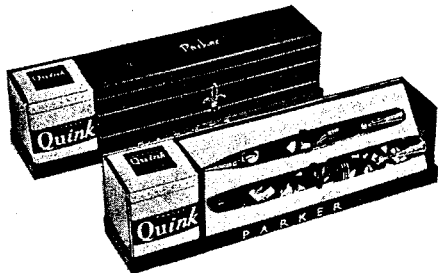
Tray No. 993 is given free with an order for eight Secretary units. The tray is of standard size, 7 x 7" and accommodates one suction base complete with pen; there are seven grooves for the remaining pens. Net weight 4 oz.; gross 10 oz.

The DeLuxe No. 1995 tray is given gratis with an order for:

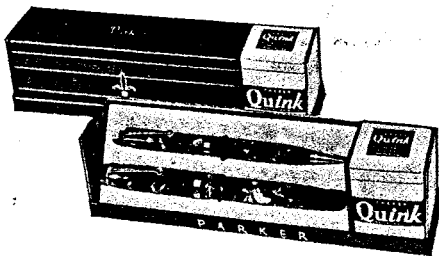
|                  |               |         |
|------------------|---------------|---------|
| 6 Vacumatic Pens | ----- \$ 7.50 | \$45.00 |
| 6 Vacumatic Pens | ----- 5.00    | 30.00   |
| 2 Vacumatic Sets | ----- 11.00   | 22.00   |
| 2 Vacumatic Sets | ----- 7.50    | 15.00   |

List \$112.00

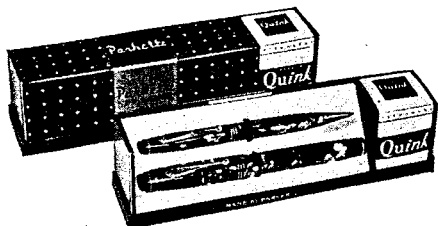
# NEW SEXTETTE BOXES



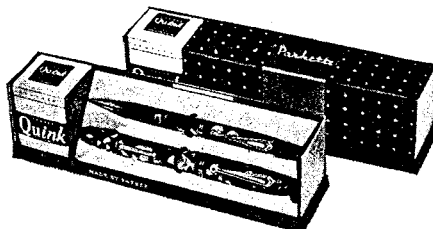
DeLuxe Challenger \$5.00  
set in Box No. 226-A.



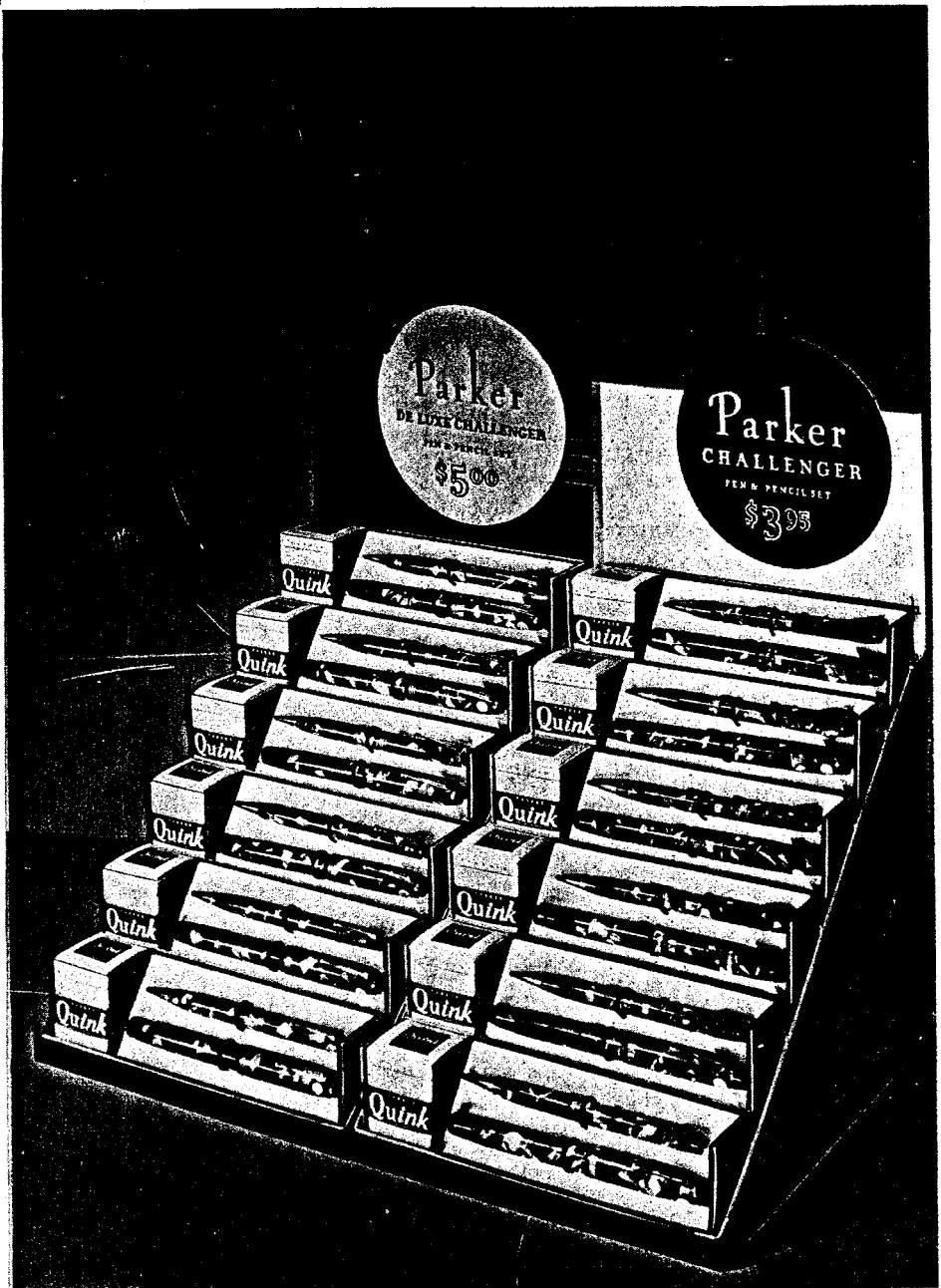
Parker Challenger \$3.95  
set in Box No. 226-B.



Parkette De Luxe \$2.95  
set in Box No. 225-A.



Parkette \$1.95 set in  
Box No. 225-B.



Above are illustrated two new Sextette Boxes. At the left, Box No. 1226-A for Parker DeLuxe Challenger Sets. At the right, Box No. 1226-B for Parker Challenger Sets. These Display boxes measure 12" high, 7 $\frac{1}{4}$ " wide, and 10" deep and weigh net 2 $\frac{1}{4}$  lbs., gross 4 lbs.

Box No. 1226-A is given free with six \$5.00 Parker DeLuxe Challenger sets, total \$30.00 list.

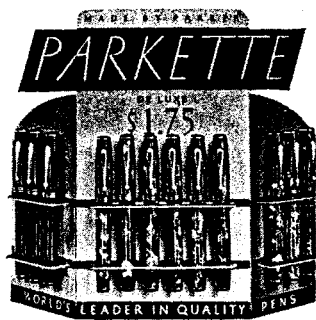
Box No. 1226-B is given free with six \$3.95 Parker Challenger sets, total \$23.70 list.



Parkette Pencil Easel  
No. 928. Size 11 x 9  
12 Parkette Pencils @ 75c  
\$9.00 list



Parkette Pen Easel  
No. 978. Size: 10 x 11  
12 Parkette Pens @ \$1.25  
\$15.00 list



Parkette DeLuxe Pen  
Easel No. 979. Size: 10 x 11  
12 Parkette DeLuxe Pens  
@ \$1.75—\$21.00 list



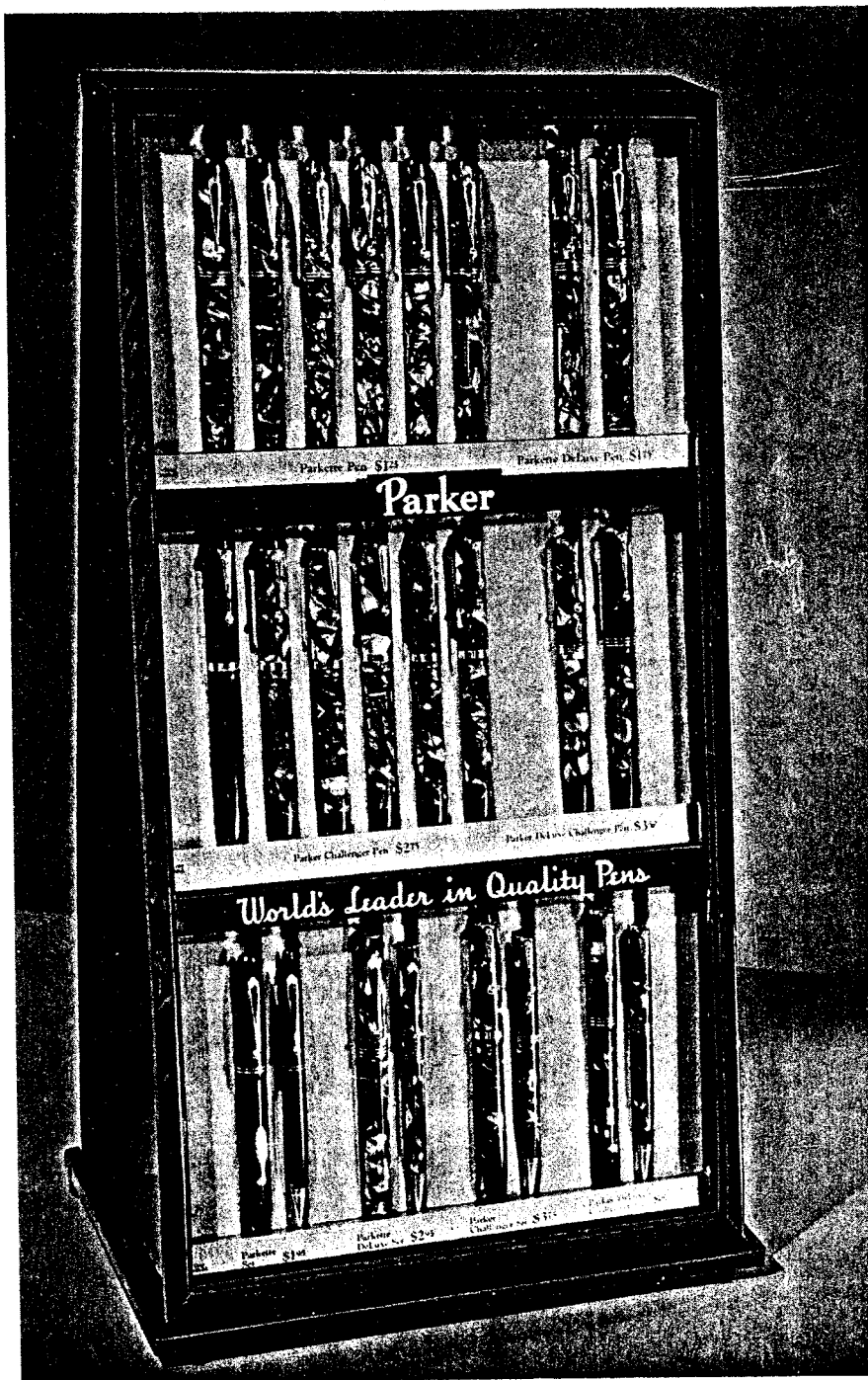
Combination Easel  
No. 983. Size: 16 x 10  
8 Pens @ \$1.25 ----- \$10.00  
4 Sets @ \$1.95 ----- 7.80  
6 Lead cartridges @ 15c Free

Total List ----- \$17.80



Combination Easel  
No. 980. Size: 17 x 19  
4 Pens @ \$1.25 ----- \$5.00  
4 Pens @ \$1.75 ----- 7.00  
2 Sets @ \$1.95 ----- 3.90  
2 Sets @ \$2.95 ----- 5.90

Total List ----- \$21.80



PARKER DISPLAY CASE No. 1938

### Parker Display Case No. 1938

This Mahogany Colored Case is made of Lithographed Steel with glass front. Measures 20" high, 11½" wide and 7" deep. Net weight 10 lbs., gross 15 lbs.

#### Parker Case Deal No. 1938

|                          |       |        |        |
|--------------------------|-------|--------|--------|
| 6 Parkette Pens          | ----- | \$1.25 | \$7.50 |
| 2 Parkette DeLuxe Pens   | -     | 1.75   | 3.50   |
| 6 Challenger Pens        | ----- | 2.75   | 16.50  |
| 2 DeLuxe Challenger Pens | ----- | 3.50   | 7.00   |
| 1 Parkette Set           | ----- | 1.95   | 1.95   |
| 1 Parkette DeLuxe Set    | ----- | 2.95   | 2.95   |
| 1 Challenger Set         | ----- | 3.95   | 3.95   |

Total Value of Deal 1938 List \$43.35  
Less 40% Discount ----- 17.34

Net \$26.01

Parker Case No. 1938 ----- 5.00  
1 DeLuxe Challenger Set @ 5.00 FREE  
(to offset cost of case)

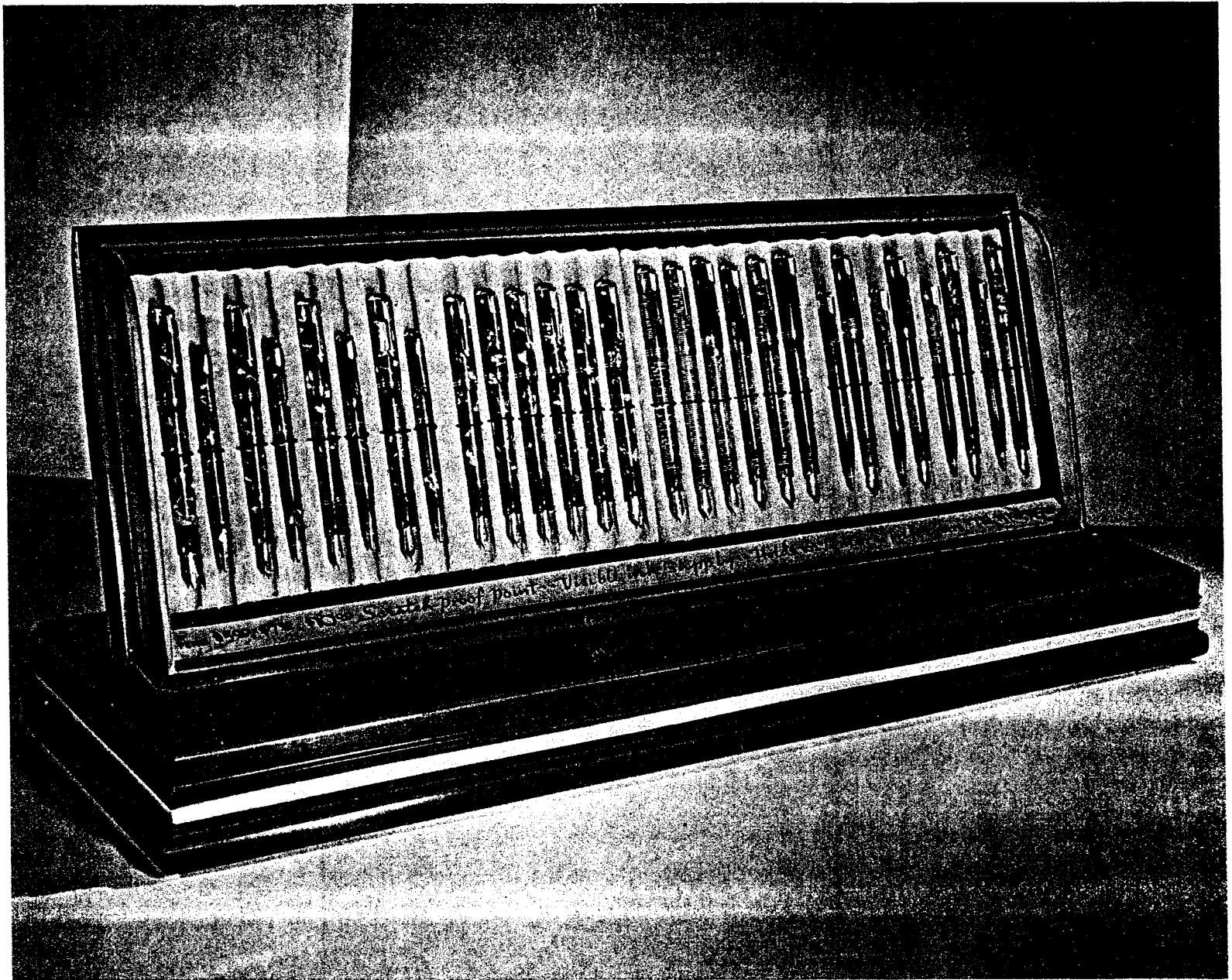
Total Net \$31.01

Total return from original stock \$48.35

# COMPACT - COMPLETE

## *Vacumatic Counter Case No. 992*

Styled by a famous designer this case has been created with one idea in mind  
— to supply a complete VACUMATIC assortment for every retailer.



This attractive case is made of wood and glass — measures 26 x 10 x 8. Net weight 9 lbs. 12 oz., Gross weight 17 lbs.

It holds a representative assortment of VACUMATICS in all colors with point range. The case is fitted with two trays which can be easily removed and set before the customer for closer inspection of the pens. Each tray contains the complete color range in respective price brackets and the matched sets suggest a higher unit sale of a pen and

### No. 992 Case Deal

|                  |           |          |
|------------------|-----------|----------|
| 6 Vacumatic pens | @ \$ 7.50 | \$ 45.00 |
| 3 Vacumatic sets | @ 11.00   | 33.00    |
| 6 Vacumatic pens | @ 5.00    | 30.00    |
| 4 Vacumatic sets | @ 7.50    | 30.00    |

Total List ----- \$138.00

Less 40% Discount ----- 55.20

Net ----- \$ 82.80

Vacumatic Counter Case No. 992 11.00

1 \$11.00 Set to offset cost of case Free



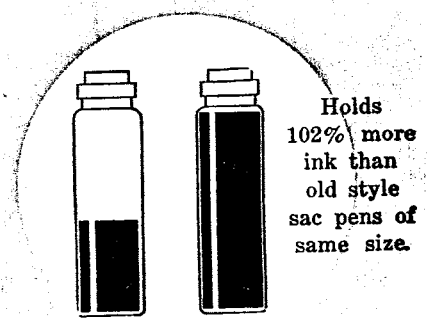
# Parker VACUMATIC

The Golden Pearl Line - A Radiant New Beauty - The Sensation of 1936



29                      529                      28                      528                      27                      527                      25                      525

| Size         | Oversize Pen | Oversize Pencil | Senior Pen | Senior Pencil | Standard Pen | Standard Pencil | Slender Pen | Slender Pencil |
|--------------|--------------|-----------------|------------|---------------|--------------|-----------------|-------------|----------------|
| List Price   | \$10.00      | \$5.00          | \$10.00    | \$5.00        | \$7.50       | \$3.50          | \$7.50      | \$3.50         |
| Golden Pearl | 29           | 529             | 28         | 528           | 27           | 527             | 25          | 525            |

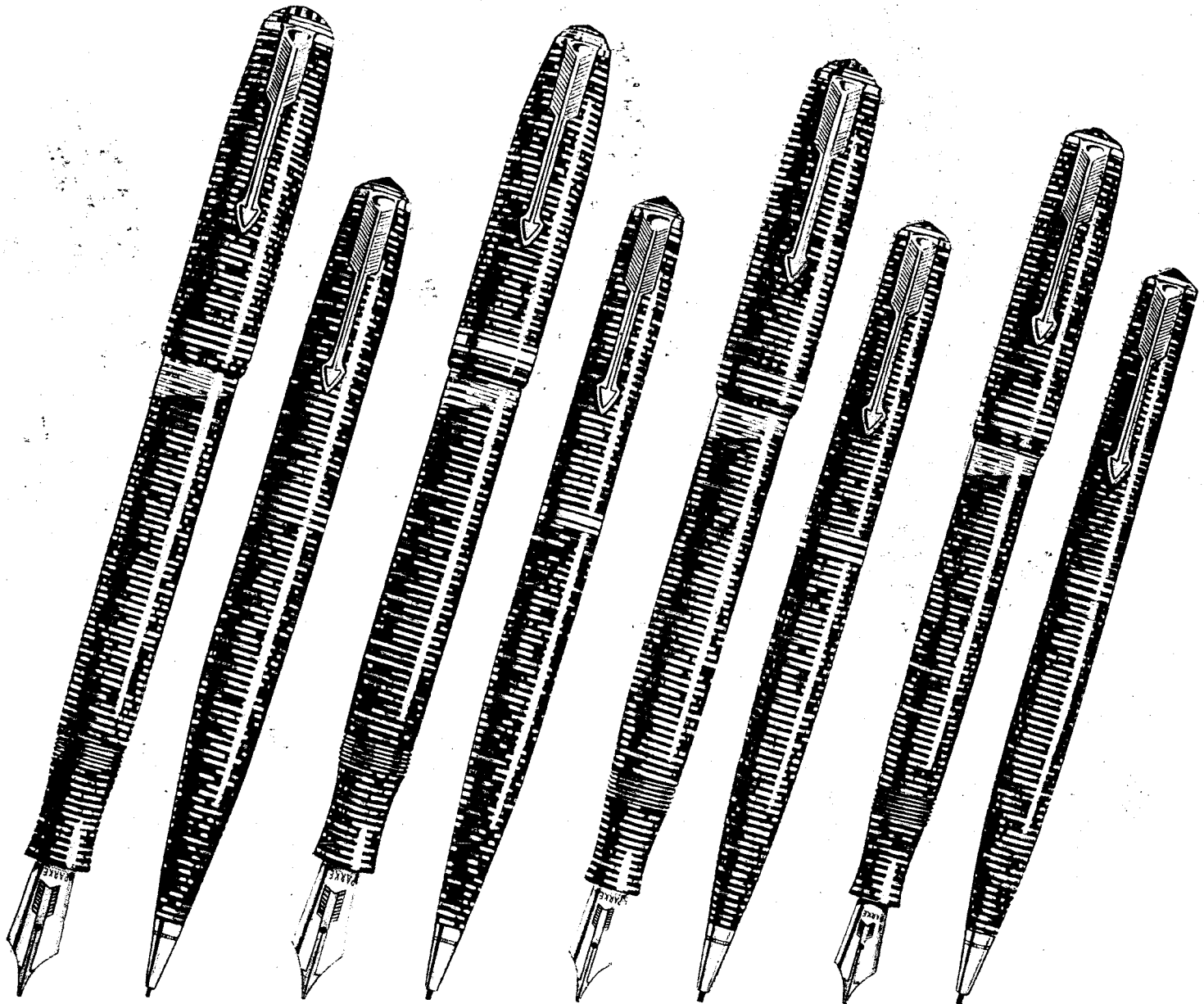


Holds 102% more ink than old style sac pens of same size.



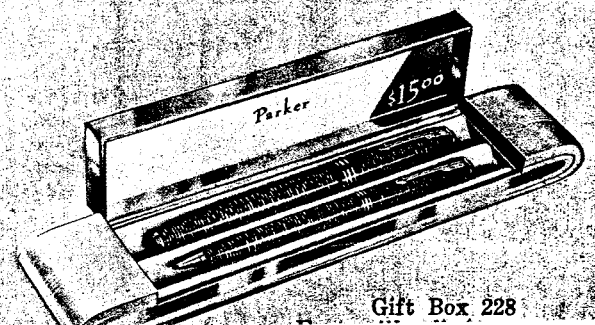
# Parker

The Silver Pearl Line - The Most Popular Writing Instrument In The World



39      539      38      538      37      537      35      535

| Size         | Oversize Pen | Oversize Pencil | Senior Pen | Senior Pencil | Standard Pen | Standard Pencil | Slender Pen | Slender Pencil |
|--------------|--------------|-----------------|------------|---------------|--------------|-----------------|-------------|----------------|
| List Price   | \$10.00      | \$5.00          | \$10.00    | \$5.00        | \$7.50       | \$3.50          | \$7.50      | \$3.50         |
| Silver Pearl | 39           | 539             | 38         | 538           | 37           | 537             | 35          | 535            |



Gift Box 228

# VACUMATIC

The Transparent Laminated Jet Black Line - Conservative, Yet SMART



19      519      18      518      17      517      15      515

| Size          | Oversize Pen | Oversize Pencil | Senior Pen | Senior Pencil | Standard Pen | Standard Pencil | Slender Pen | Slender Pencil |
|---------------|--------------|-----------------|------------|---------------|--------------|-----------------|-------------|----------------|
| List Price    | \$10.00      | \$5.00          | \$10.00    | \$5.00        | \$7.50       | \$3.50          | \$7.50      | \$3.50         |
| Laminated Jet | 19           | 519             | 18         | 518           | 17           | 517             | 15          | 515            |

|        |           |           |  |
|--------|-----------|-----------|--|
| 1102   | Secretary | 5.00      |  |
| 1226-A | Sextette  | 30.00     |  |
| 1226-B | Sextette  | 23.70     |  |
| 1938   | Case Deal | Net 31.01 |  |
| 992    | Vac. Deal | Net 93.80 |  |

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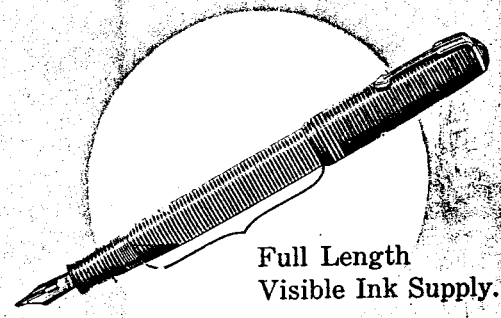
**(if you've got it,  
please contact the  
librarian!)**

# VACUMATIC

The Burgundy Pearl Line of Deep, Gleaming Richness - A Fashionable Favorite



| Size           | Oversize Pen | Oversize Pencil | Senior Pen | Senior Pencil | Standard Pen | Standard Pencil | Slender Pen | Slender Pencil |
|----------------|--------------|-----------------|------------|---------------|--------------|-----------------|-------------|----------------|
| List Price     | \$10.00      | \$5.00          | \$10.00    | \$5.00        | \$7.50       | \$3.50          | \$7.50      | \$3.50         |
| Burgundy Pearl | 49           | 549             | 48         | 548           | 47           | 547             | 45          | 545            |



Full Length Visible Ink Supply.

# Parker

The Brown Pearl and Transparent Black Junior Vacumatic Lines



123

121

621

113

111

611

Reversible Point

Size

List Price

Brown Pearl

Transparent Black

Junior  
Pen

\$5.00

123

113

Juniorette  
Pen

\$5.00

121

111

Junior  
Pencil

\$2.50

621

611



Writes two ways



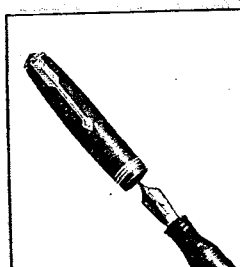
# VACUMATIC

The Grey Pearl, Burgundy Pearl and Green Pearl Junior Vacumatic Lines

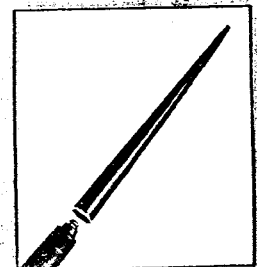


| Size           | Junior Pen | Juniorette Pen | Junior Pencil |
|----------------|------------|----------------|---------------|
| List Price     | \$5.00     | \$5.00         | \$2.50        |
| Grey Pearl     | 133        | 131            | 631           |
| Burgundy Pearl | 143        | 141            | 641           |
| Green Pearl    | 153        | 151            | 651           |

## Two Pens in One



Convert for Pocket



Convert for Desk **19**

# Parker De Luxe Challenger

Pens equipped with reversible two-way writing points. Button Filler.

# Parker Challenger

Parker's outstanding value in this price range. Button Filler.



| SIZE       | Standard Pen | Slender Pen | Pencil |
|------------|--------------|-------------|--------|
| List Price | \$3.50       | \$3.50      | \$1.50 |
| Black      | 419          | 417         | 917    |
| Burgundy   | 429          | 427         | 927    |
| Grey       | 439          | 437         | 937    |
| Green      | 449          | 447         | 947    |

| SIZE       | Standard Pen | Slender Pen | Pencil |
|------------|--------------|-------------|--------|
| List Price | \$2.75       | \$2.75      | \$1.25 |
| Black      | 259          | 257         | 757    |
| Burgundy   | 279          | 277         | 777    |
| Grey       | 289          | 287         | 787    |
| Green      | 299          | 297         | 797    |



# Parkette De Luxe

Fluted barrels in brilliant colors.  
Non-breakable. Lever Filler.

# Parkette

A Parker quality product at  
low price. Non-breakable Barrels.



| SIZE       | Standard Pen | Slender Pen | Pencil |
|------------|--------------|-------------|--------|
| List Price | \$1.75       | \$1.75      | \$1.25 |
| Burgundy   | 375          | 371         | 871    |
| Black      | 355          | 351         | 851    |
| Grey       | 385          | 381         | 881    |
| Green      | 395          | 391         | 891    |

| SIZE       | Pen | Pen    | Pencil |
|------------|-----|--------|--------|
| List Price |     | \$1.25 | \$ .75 |
| Burgundy   |     | 323    | 823    |
| Black      |     | 303    | 803    |
| Grey       |     | 313    | 813    |
| Green      |     | 333    | 833    |





From  
Mr. Parker's Pen

One of the nice things that comes from conducting a business which is world-wide in its ramifications is the fact that we are in touch with so many fine people.

Just a short time ago we had the pleasure of having with us for a number of days Mr. William M. L. Yin of Shanghai, China, just recently a graduate from the University of Michigan, who is a bright young chap, keen, alert and speaks good English.

Another interesting visitor was Mr. Emilio Royo of Barranquilla, Colombia. Mr. Royo is one of our very live distributors in that part of South America. He is visiting in North America now, and next he is going over to Europe. Mr. Royo speaks no English, but that was no handicap to his visit here. We have plenty of people who speak good Spanish, and the writer thinks that Mr. Royo felt very much at home. We hope he did, for we liked him a lot.

Another visitor was Mr. A. E. Pope of the firm of W. H. Smith & Son of Paris, who are the Parker agents for France. Mr. Pope has been Manager of the Paris branch of W. H. Smith & Son of London for a long time.

In a short time we are expecting Mr. and Mrs. J. G. Portela of Rio de Janeiro, Brazil. Here is one of the brightest and most energetic young business men I think you will find in all South America.

Mr. W. Nissen of Capetown, South Africa, is also due to be here shortly. He distributes Parker Pens in the Union of South Africa and is doing a fine job. I must say that we greatly enjoy having such interesting visitors.

\* \* \* \* \*

Do you remember I told you some time ago about what I term my "Friendship Forest"?

A lot of my friends in various parts of the country have been good enough to be interested in sending me some trees. Somehow I feel that these trees have a personality. When I see them growing in the places where they have been set out, it calls to mind very distinctly the personality of the persons who sent them. I am just wondering if they are as fond of trees and believe, as I do, that a tree has a personality.

One of my friends, a dealer in France named Maurice Mairret, sent three very small oak trees. What a pleasure it will be to watch these trees grow.

You remember I told you that Mr. Paul Harris, the founder of Rotary, planted the first tree in my "Friendship Forest". There are also quite a number of additional Rotary trees, trees that were planted by Rotarians.

Just the other day I had a letter from Mr. D. H. Dureau of Melbourne, Australia, a member of the distributing firm who handles our goods in Australia, and he said that he wanted to send me a Snow Gum Tree. I just do not know what this is; but I am sure that if Mr. Dureau, way off so many thousands of miles from Janesville, is going to do that, it will be most welcome.

I can say to those friends who have sent me trees, or to those who may be good enough to send me some in the future, that the trees will be given the most loving care.

\* \* \* \* \*

May I ask whether or not you are well acquainted with the Parker Pen representative who travels in the territory in which your city is located?

I do not think that ever before in the history of this business have we had as fine and as intelligent a lot of representatives as we have right now.

These men, whom it pleases me to call "my boys", are not merely fine citizens, but they are chuck-full of information in regard to the fountain pen business. They can tell you, if you care to know, how you can possibly increase your business; they extract the best plans and methods the territory over, accumulate them and pass them out to some other dealers. I just hope you will make the fullest use of them.

\* \* \* \* \*

Several years ago when we started to market QUINK, we did it with the feeling that we had absolutely the best ink that was being marketed.

Our Chemist, through a vast number of experiments, fortunately evolved and made use of a chemical that dissolves the sediment in ink and makes the ink flow freely and easily. A pen filled with QUINK writes better than it would filled with other kinds of ink.

The response our friends made when invited to become QUINK dealers was generous, and it has swollen to such an extent that our QUINK factory presents a scene of activity that might possibly astonish you. It's a pretty fine tribute to the qualities of QUINK and to the perceptions of people who know a good thing when they see it.

\* \* \* \* \*

Do you remember "Way back when", as far back as a year and a half ago, I told about a young man, by the name of Royal Bennett, who lives in the little town of Humboldt, Iowa?

Royal and two or three of his friends, including a young lady, came to the Parker Pen plant to see how fountain pens are made. We found them very interesting young people.

One reason why Royal stands out in my memory is that he does things exceptionally well. He sells more fountain pens in the little town of Humboldt, in proportion to the population, than are sold in any other city in the United States.

Well, here is the sequel to the story. Royal wrote me that he had married the young lady who was with him here in Janesville, and they now have a baby in the house. Isn't that just fine? The writer sent the baby a little spoon and fork with his compliments.

\* \* \* \* \*

Did you ever realize how much credit Service should be given in the conduct of a successful business, and especially a retail business? The man who gives pleasant Service with a smile, is diplomatic and tactful, can conduct a business through thick and thin, hot weather or cold, and make money. The business man, from whom the clerks take their cue, who is gruff, grouchy, inattentive, of the "take it or leave it" type, cannot permanently get away with it.

I happen to know a young man, who is in a certain line of business not a great many miles from Janesville, who is pleasant, alert, attentive. He has trained all of his clerks to be a good deal like the proprietor; in fact, they think so many pleasant thoughts that I am inclined to believe that the very shelves of the store are impregnated with thoughts of Service and good wishes.

I need not tell you that this man, comparatively young, is making good, making money, and forging ahead.

I know another store in the same town that has been established for many years. They came to the conclusion that they could live by their past reputation. If people wanted something in that particular store, and the store happened to be out of it, clerks did not have to be agreeable about it at all. You know how it is when you want something and cannot get it. You feel just a little disappointed, and at least you expect to have your feelings soothed a little. Well, this store was not the soothing kind.

One of these stores is in the black and the other is in red, and it does not need a Solomon to tell which of the two firms is forging ahead.

\* \* \* \* \*

I suspect that you are, like the writer, a little vain and like to receive the little attentions when you go into a store.

These little attentions do not mean very much. They probably flatter one's vanity; but, on the other hand, they help to establish the store as a pleasant place in which to trade, and ultimately it will become the headquarters in the city for the class of goods it sells.

If I went into a store and a pleasant appearing young man or young woman came forward to wait on me, and after I had been waited on and sold what I wanted, they should say, "Well, Mr. Parker, I want to show you something new in the way of PARKER pens. I think we have two or three pens in the case that are especially well fitted to your hand, and they write as smooth as oil. If you have a moment, may I not show you one?", I would hardly be human if I did not feel just a little bit pleased and flattered to receive that kind of attention.

I do not say that in every case it would make a sale, but I will say that in a great many instances a sale would be made where, were it not for this kind of courteous, thoughtful treatment, there would have been no sale. It's worth trying!

\* \* \* \* \*

Do you know what I would like to have you do? I would like to have you write me and tell me about the fountain pen sale which you made that gave you the greatest thrill. It seems to me a story of this sort would be very interesting.

How would you like to have this story told, if it's a good one, in PARKERGRAMS?



# PERMANENT COLORS

Fast to light and age. For records and documents.



Blue Black



Royal Blue



Black



Brown



Green



Red



Violet

## PARKER QUINK INCREASES YOUR PROFITS

Parker Quink is the fastest growing ink on the market, because of Parker's world wide advertising, and due to the fact that QUINK does what no other ink can do: It cleans a pen as it writes.



Dr. Irving Langmuir, Assistant Director of Research for General Electric Company and Noble prize winner in chemistry, writes: "I was much pleased to find that Parker's Quink is far superior to government specifications for ink in flowing quality, in quickness of drying, and freedom from formation of deposit in the bottle."



### 2 WASHABLE COLORS

Easily removed from fingers and fabrics by the use of soap and water



Washable Blue



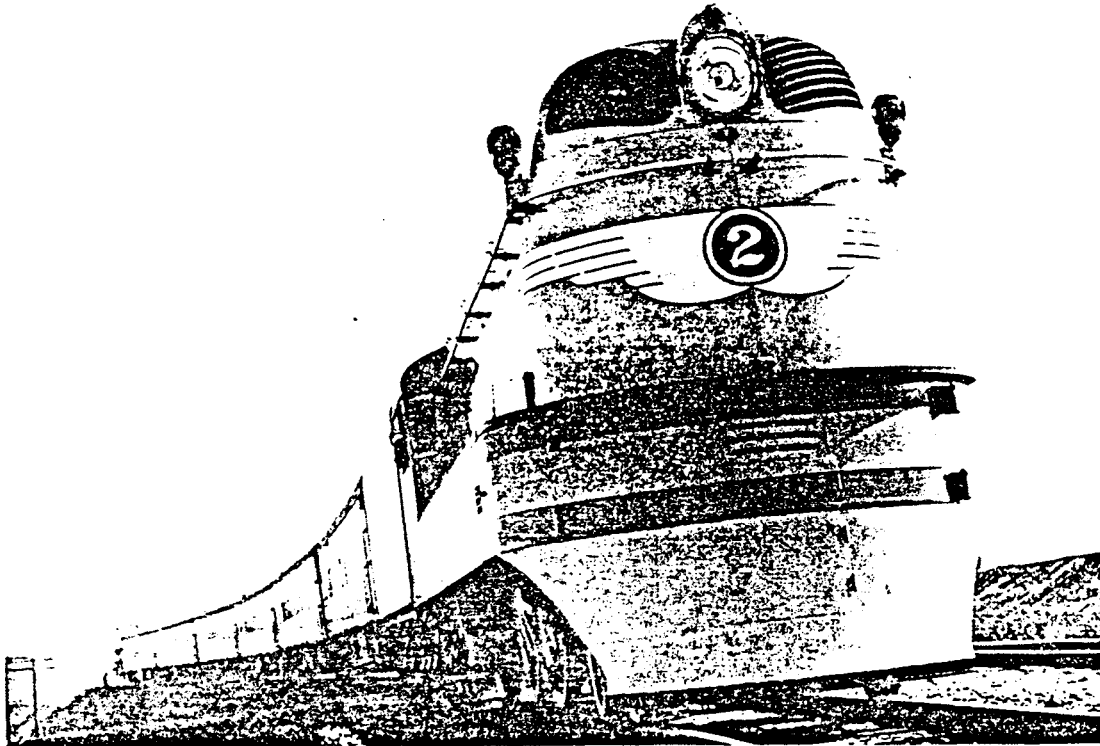
Washable Black

| Size             | List Price per Dozen | List price per Gross | Number Bottles per Carton | Shipping Weight of carton lbs. |
|------------------|----------------------|----------------------|---------------------------|--------------------------------|
| 2 oz.            | \$ 2.00              | \$ 24.00             | 36                        | 15                             |
| 4 oz.            | 3.25                 | 39.00                | 24                        | 17                             |
| 1/2 Pint (8 oz.) | 6.00                 | 72.00                | 6                         | 8                              |
| Pint (16 oz.)    | 9.00                 | 108.00               | 6                         | 13                             |
| Quart (32 oz.)   | 15.00                | 180.00               | 6                         | 24                             |
| Gallon           | 54.00                | 648.00               | 1                         | 13                             |

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librarian!)**

# SWIFTEST OF MODERN TRAINS SELECTS THE FINEST OF MODERN PENS

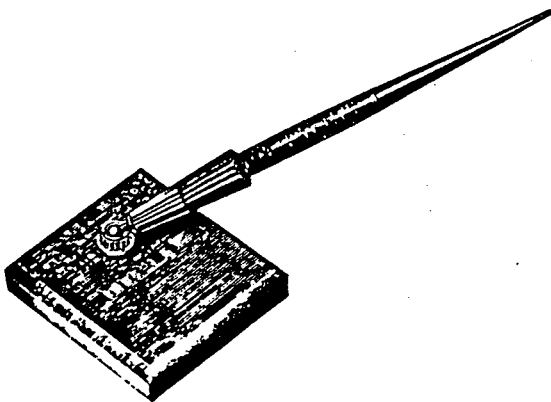


The Hiawatha

This Parker Vacumatic Desk Set will grace the beautifully appointed Parlor Cars of the Chicago, Milwaukee, St. Paul, and Pacific's new de luxe high-speed streamlined train, THE HIAWATHA, operating between Chicago and the Twin Cities.

Probably there has never been a train built which has been given such careful study and refinement in every detail. No wonder, then, these discriminating designers selected the Parker Laminated Vacumatic Desk Set above all others.

This beautiful model KL set lists at \$12.50 complete and is available in Silver Pearl, Golden Pearl, Emerald Pearl, and Burgundy Pearl. Ask your Parker representative to see this set as well as the other equally distinctive Parker models.



KL  
Burgundy